



messe frankfurt

Press Conference Automechanika Frankfurt

Olaf Mußhoff, Director
Automechanika Frankfurt

automechanika
FRANKFURT

13.-17.09.2022

Restart for the Automotive Aftermarket

- **Reconnect the international Automotive industry in 2022: 9 Automechanika shows around the world will take place**
- **Automechanika Frankfurt remains the most important international trade fair for the Automotive Aftermarket**
- **The show will be held in its familiar format from 13 to 17 September 2022**
- **Onwards, the event will be held in even years (2024, 2026, ...)**

**AUTOMECHANIKA FRANKFURT
FIRST CHOICE WORLDWIDE**



Most important trade fair for

85%

of international exhibitors

Leading international platform for the Automotive industry

- **No. 1 brand for the Automotive Aftermarket**
- **THE international platform for industry, trade and repair shops**
- **With high number of decision makers: 7 in 10 visitors from top management**
- **Showcase for the global automotive business value chain**



**In times of
radical change,
innovations are
more important
than ever.**

Olaf Mußhoff,
Director Automechanika Frankfurt



Automechanika Frankfurt 2022 – new concept



- **Focus on innovations & trends:**
 - **Relaunch Innovation Awards**
 - **Special Show ,Innovation4Mobility‘**
- **Focus on physical event and personal encounters**
- **More networking possibilities (additional areas)**
- **CEO Breakfast**
- **Daily happy hours**

Main topics at Automechanika Frankfurt 2022

- Trends & Innovations
- Sustainable Solutions
- Networking & Knowledge transfer
- Talents, Education & Training





„Innovation4 Mobility“

Special show

Topics at Innovation4Mobility



- **E-mobility: battery, drive, infrastructure**
- **Hydrogen: direct burner and fuel cell**
- **Alternative fuels: from LPG, bio- and refuels to synthetic fuels**
- **Connected car: operating systems, software and autonomous driving**

Format: special show with 5 modules

Platform for experts from industry, science and research

1) Product showcases



2) Start-ups



Special show with 5 modules

3) Science Lab



4) Networking Lounge



Special show with 5 modules



5) Automechanika Academy

Participants:

Audi, ABB Germany, ADOBE, BPW, Bosch Mobility Solutions, Boston Consulting Group, Cluster Automotive, Cognizant Mobility, Crain Communications, INTIS – Integrated Infrastructure Solutions, KEYOU, Solaris Bus & Coach etc.

Future Mobility Park

Experience.
Utilize.
Connect.



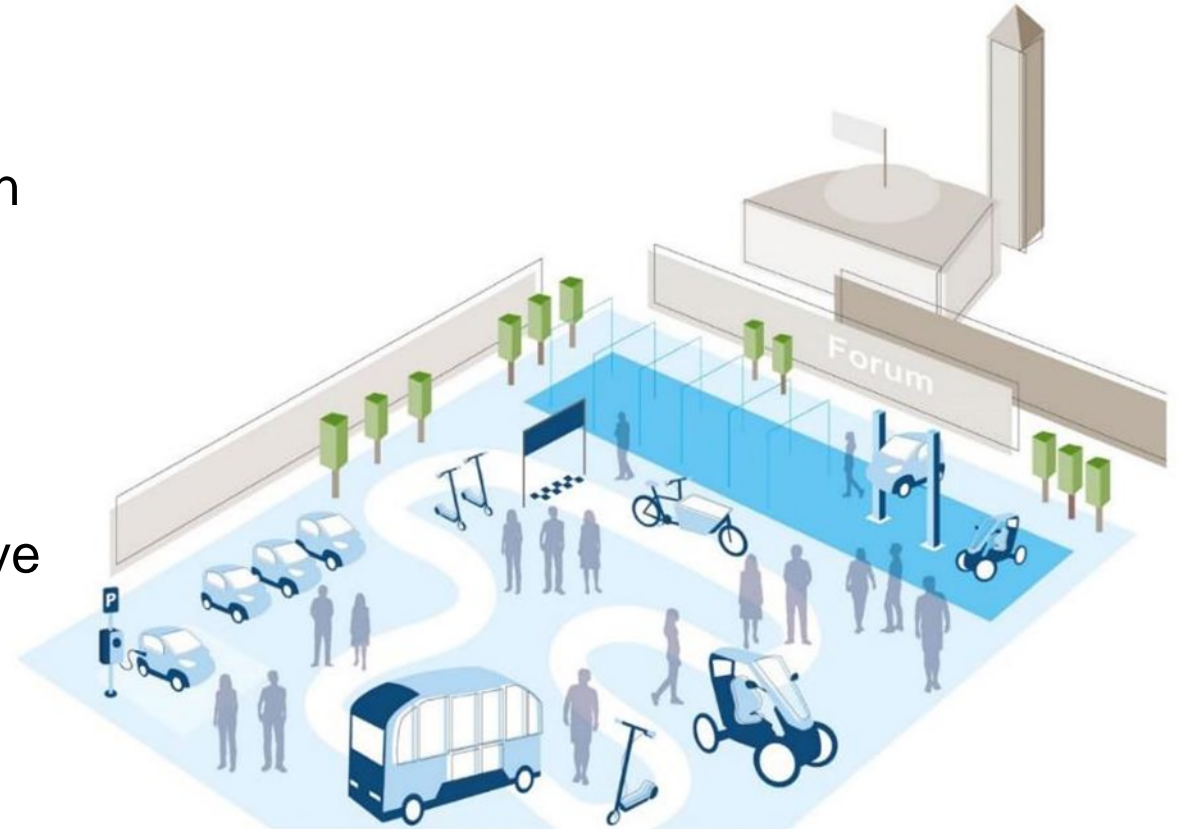
Future Mobility Park

Innovative test and experience course on the outdoor area Agora

Display Area: E-charging systems and stations, Electric Vehicles, Storage Technology & Battery, Alternative Drives, Alternative Fuels, Filling Station of the Future, Fuel Dispensers, Filling Station Infrastructure, Workshop (service & conversion), Photovoltaics

Test Area: Passenger Cars, E-Vehicles, Alternative Drives, Autonomous Driving (Vehicles), Cargo & Commercial Vehicles, Micromobility

Info Area: Eat & Talk, Check-In Area, Company Presentation



Automechanika Innovation Awards: Next level

- **NEW Categories:**
E-Mobility, Data & Connectivity,
Workshop & Service Solutions, Parts &
Technology Solutions, Body & Paint,
Car wash & Care, Accessories &
Customizing, Commercial Vehicles,
Motorcycle
- **NEW: International expert jury**
- **Awards ceremony on 13.9.2022**



Criteria Automechanika Innovation Awards



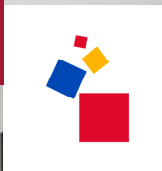
Entries are evaluated in accordance with the following criteria:

- Innovative content
- Economic efficiency
- User benefit
- Aftermarket relevance
- Safety and quality
- Sustainability
- Contribution to environmental protection



Focus: Sustainability

One of the
main topics



Sustainable Solutions



Remanufacturing
Competence



Remanufacturing Day (14.9.)

- Experts present current topics and developments in the field of remanufacturing
- In cooperation with **APRA** (Automotive Parts Remanufacturers Association)

NEW: Special interest ,Remanufacturing Competence' logo

identifies companies in the exhibition offering products and services in this area

FIA Smart Driving Challenge Subevent sponsored by Automechanika

- **International Competition:**
Drivers who drive smart, environmentally friendly and safely score points
- **Winner will be honoured at Automechanika Frankfurt**
- **Connects the international community in the run-up to the fair**
- **Runs until end of June**





Talents, Education & Training

Platform for young talents and skilled workers



- **New association for the Automotive Aftermarket: platform for all professions**
- **Automechanika Frankfurt as member launches first initiatives**



Talents, Education & Training

Galleria: Information center and contact point for pupils and young professionals



Trainings with focus on collision damage repair



Training workshops in detail

- 1. Highvoltage training - new DGUV information**
- 2. Damage-cost calculation**
- 3. Joining techniques (bonding, riveting, welding)**
- 4. Exterior panel beating**
- 5. Headlight adjustment**
- 6. Body Repair with straightening systems**
- 7. Fitting of a windshield**
- 8. ADAS (Advanced Driver Assistance System) calibration**
- 9. Digitalization and craftsmanship in the refinish painting industry**

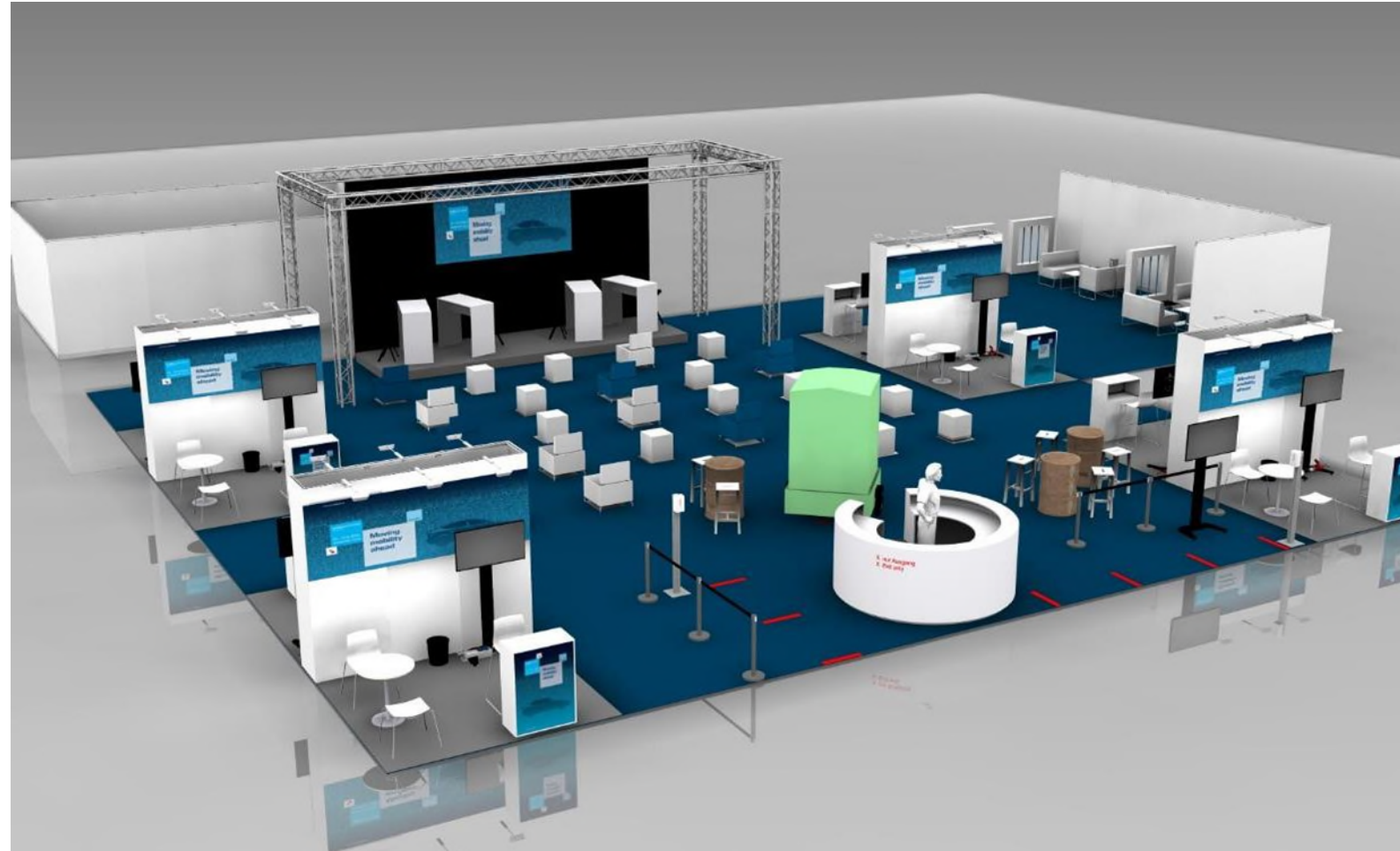
A wide range of topics at Automechanika Academy



- **Innovation4Mobility**
- **Workshop of the Future 4.0**
- **Remanufacturing Day**
- **Car Wash & Care and Detailing**
- **Classic Cars**
- **Collision Talk**
- **Discover 3D Printing**
- **IBIS Panel discussion**
- **E-Commerce sponsored by Ebay**

New: Networking areas

- **Central contact points which invites visitors to stay, learn from experts and make new contacts**
- **Possibility to connect with speakers and other experts, initiate new business relationships or partnerships**



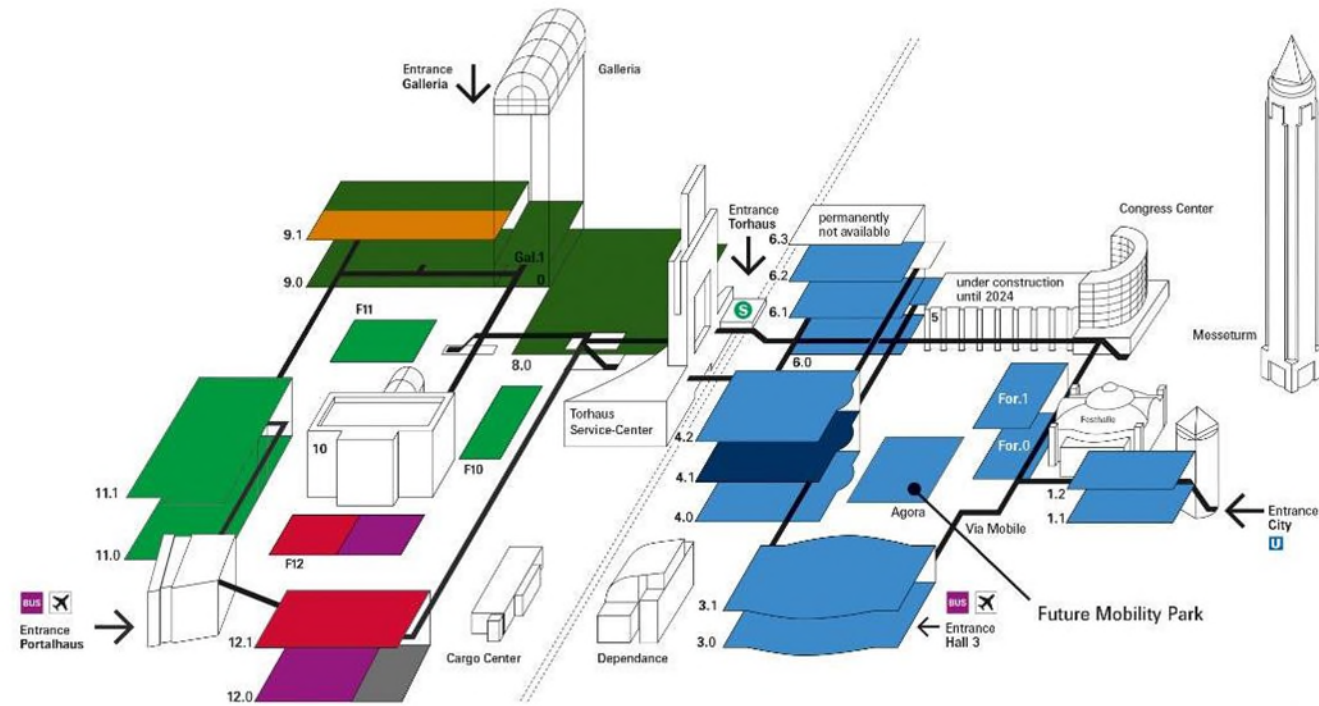
Facts & figures of Automechanika Frankfurt 2022

- **Positive feedback from the international automotive industry**
- **High internationality of exhibitors (66 countries already compared to 76 countries in 2018)**
- **Due to Covid-19 and the war in the Ukraine exhibitors from China, Russia and Belarus will not attend the show**



automechanika
FRANKFURT

13.–17.9.2022
FRANKFURT / MAIN



Status April 2022
Subject to alteration

Accessories & Customizing

General accessories for motor vehicles, technical customizing, visual customizing, infotainment and car IT, special vehicles, equipment, assemblies and modifications, car trailers and small utility vehicle trailers, spare and accessory parts for trailers, merchandizing, industry institutions, trade publishers and training centres, tires, wheels and rims

Body & Paint

Bodywork repairs, paintwork and corrosion protection, smart repairs for paintwork, metal parts, plastic parts, windows, headlights, rims, new materials, industry institutions, trade publishers and training centres

Car Wash & Care

Washing, vehicle care, vehicle preparation and detailing, water reclamation, water treatment, filling station equipment, industry institutions, trade publishers and training centres

Classic Cars

Classic and modern classic cars have been given their own exhibition area at the fair, complete with parts, repair workshops, financing, insurance, events and much more

Dealer & Workshop Management

Workshop/dealership/filling-station planning and construction, dealer, sales and service management, digital marketing, customer data management, online presence, e-commerce and mobile payment, basic and advanced training and professional development, workshop and dealership marketing, online service providers and vehicle/parts/service marts, economic regeneration, research, consulting, cluster initiatives, industry institutions, trade publishers and training centres

Diagnostics & Repair

Workshop equipment for repair and maintenance, tools, digital maintenance, vehicle diagnostics, maintenance and repair of vehicle superstructures, towing equipment, workshop equipment for repair and maintenance for alternative drive concepts, fastening and bonding solutions, waste disposal and recycling, workshop safety and ergonomic workshops, workshop and dealership equipment, tire/wheel repair and disposal, storage of tires, oils and lubricants, technical fluids, workshop concepts, industry institutions, trade publishers and training centres

Electronics & Connectivity

Engine electronics, vehicle lighting, electrical systems, comfort electronics, human machine interface (HMI), connectivity, internet of things, industry institutions, trade publishers and training centres

Parts & Components

Components for conventional drive systems, chassis, body, standard mechanical parts, interior, exterior, charging accessories 12 volt, regenerated, restored and renewed parts for cars and utility vehicles, external vehicle air quality and exhaust gas treatment, new materials, industry institutions, trade publishers and training centres

Product groups



Accessories & Customizing

Key exhibitors among others:

Modula, G3, Peruzzo, Fabbri und Koni, Mc Guard, Edco, MF Transportsysteme, Climair, EAL, Tradekar, Gianso, Oto Konak, Gleddring



Body & Paint

Key exhibitors among others:

BASF Coatings, Chemicar Europe, Mipa, SATA, ZKF

Product groups

Car Wash & Care

Key exhibitors among others:

Otto Christ, Alfred Kärcher, Colourlock, AVW equipment, Interpump, Lavorwash, Comet, Innovative Chemicals, Koch Chemie, Washalia, MaFra, Soft99

NEW: Cooperation with the International Detailing Association (IDA)

Classic Cars

Key exhibitors among others:

German association ZKF and BASF Coatings



Product groups

Dealer & Workshop Management

Key exhibitors among others:

HaynesPro, GTÜ, Soft-nrg

Diagnostics & Repair

Key exhibitors among others:

MAHA, Snap-on, Blitz Rotary, Texa, Nexion Corgi Group, Hunter, Abrites, Hella, Robert Bosch, Mahle, ZDK, Rhinomotive, Dometic Waeco, Autocom, Carbon Zapp, Autel Intelligent (CN), Würth, DAT, Celette France, Solera, Carbon, Prodyver, CTP GmbH, LiquiMoly, ROWE, RAVENOL



Product groups

Electronics & Connectivity

Key exhibitors among others:
Osram, Clarios, Lumileds

Parts & Components

Key exhibitors among others:
BPW Bergische Achsen, Jost-Werke, A.B.S. All
Brakes Systems, Meyle, ElringKlinger, NTN-SNR,
MS Motorservice, Heinrich Eibach, DVSE –
Topmotive, Schaeffler, Continental Aftermarket



Special Interest: Trucks, Motorcycle & Caravan

Truck
Competence

Caravan
Competence

Motorcycle
Competence

- Around every fifth exhibiting company presents components, spare parts or tools for trucks, buses and vans
- ‘Truck Competence’ logo indicates the offer and range of products of the exhibitors





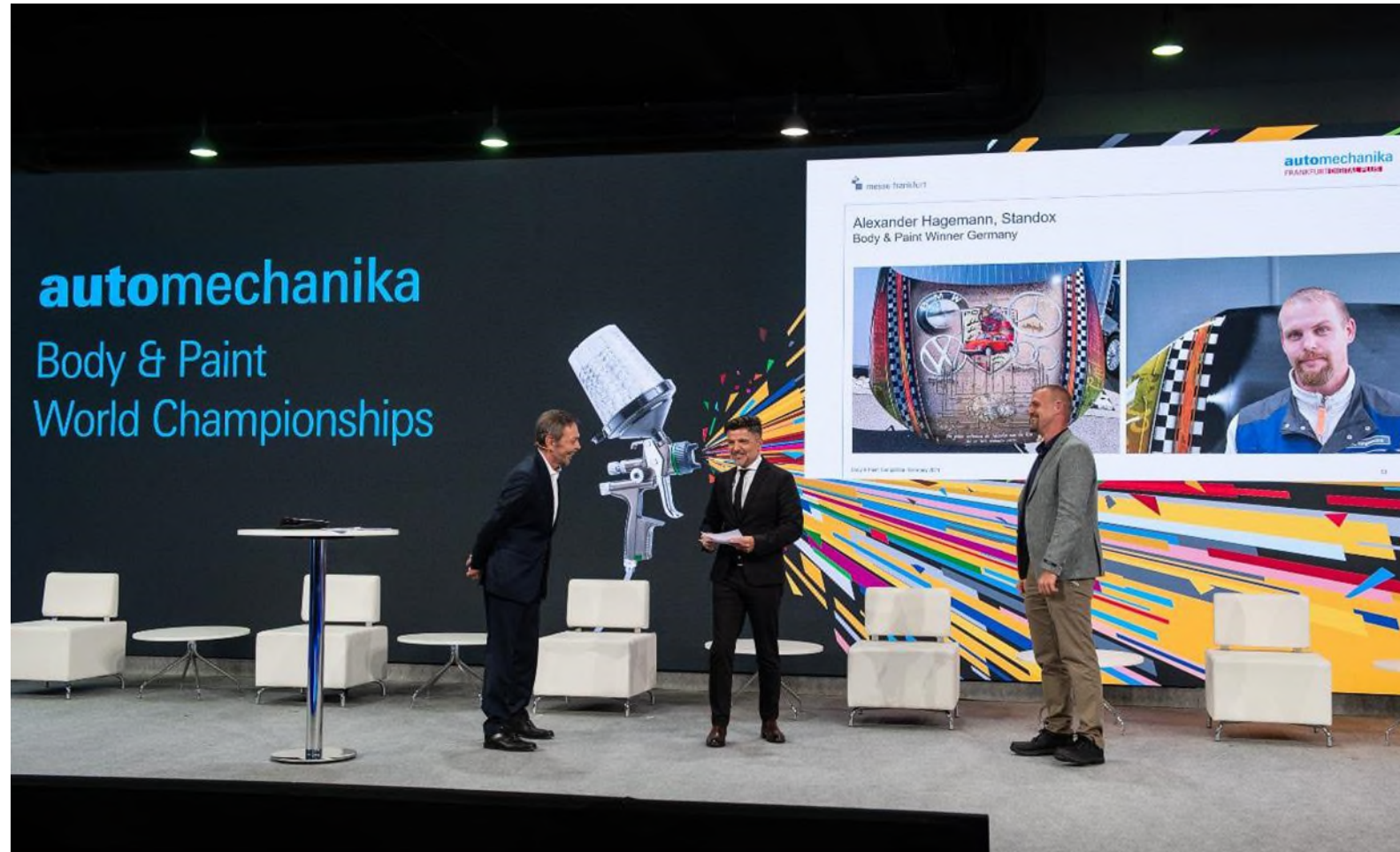
Highlights



Not to miss!

Body & Paint Competition enters the 2nd round

- **Motto: Mobility in Transition**
- **For all body and paint professionals to show their skills to the public and an expert jury**
- **16.9. Award ceremony**
- **Sponsored by SATA, Axalta, Glasurit and others**



Future Mobility Workshop 4.0

In cooperation with the Institute for the Automotive Industry (IfA), Esslingen

- **Innovation showcase, training centre and test lab for car dealers and workshops**
- **Showcases the technologies, processes and business models of the future, offering automotive professionals valuable expertise and new ideas for their own work in future.**



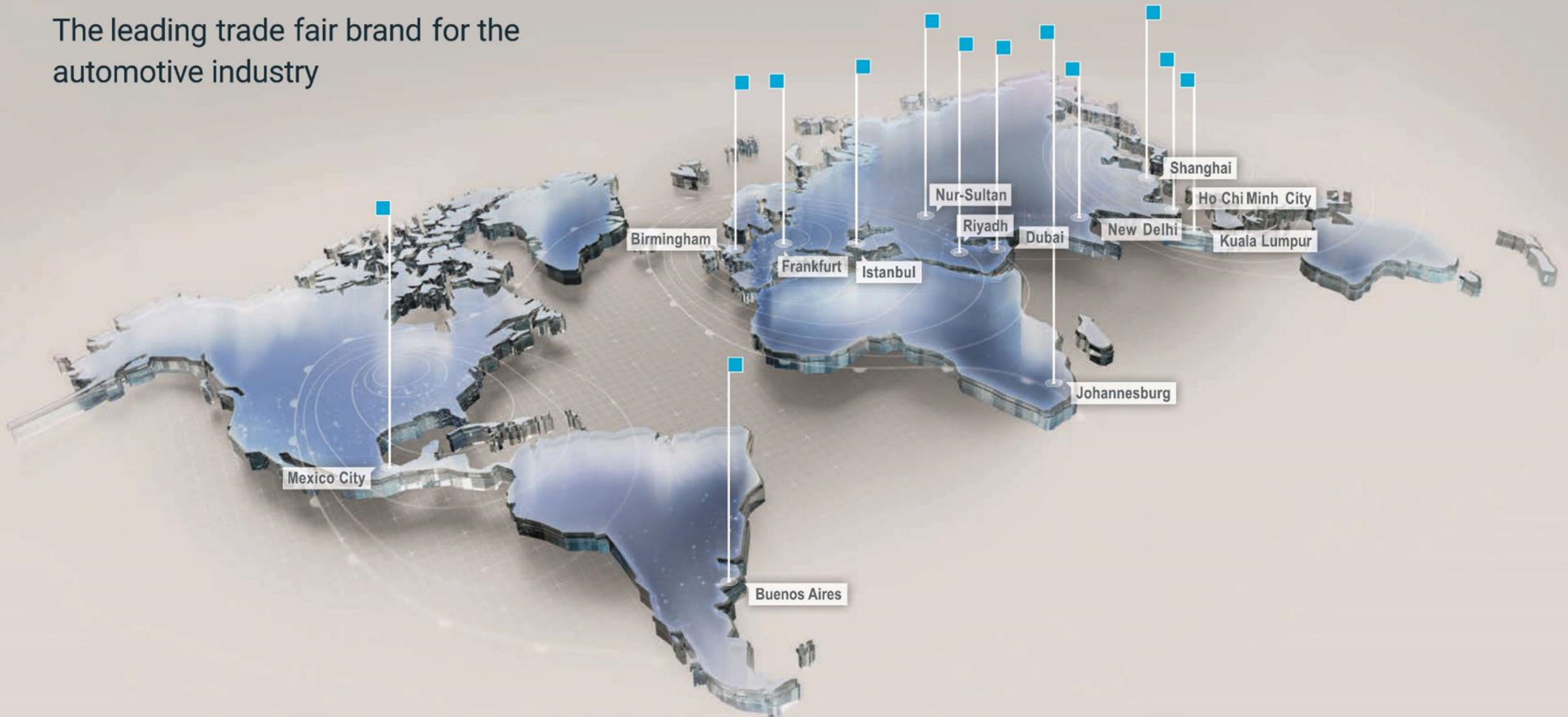


Automechanika worldwide

No. 1 for the
Automotive
Aftermarket

automechanika

The leading trade fair brand for the automotive industry



Automechanika shows coming up this year

Location	Date
Automechanika Istanbul	02.06.2022 - 05.06.2022
Automechanika Johannesburg	07.06.2022 - 10.06.2022
Automechanika Astana	23.06.2022 - 26.06.2022
Automechanika Ho Chi Minh City	29.06.2022 - 01.07.2022
INA PAACE Automechanika Mexico City	13.07.2022 - 15.07.2022
Automechanika Frankfurt	13.09.2022 - 17.09.2022
Automechanika Buenos Aires	11.10.2022 - 14.10.2022
Automechanika Dubai	22.11.2022 - 24.11.2022
Automechanika Shanghai	01.12.2022 - 04.12.2022

All show dates and more information under www.automechanika.com

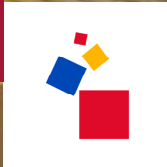
Our Network: more than 120 international Partners & Supporters





New offer for media

Media package



„Digital Package Media“ – new hybrid offer



1) Presence at the fairground:

Display of your publications at the trade press booth directly on the exhibition grounds

Your profile in the catalogue

Standard Package: 1,350.00 EUR (net incl. Media Package)

➔ Online booking ‘Digital Package Media’ at automechanika.com/register

2) Digital presence

- **Presence with a customisable company profile (German + English): Text, contact details, pictures etc.**
- **Publication in Exhibitor search online, Navigator App, digital event platform a.o.**
- **Access to digital event platform with lead management, networking and matchmaking**



Your contact for the Media Package: Sarah Gutermann
Phone: + 49 (0)69 7575 3560, sarah.gutermann@messefrankfurt.com

The background is a dense, repeating pattern of white line-art icons on a blue background. The icons represent various automotive and mechanical concepts, including steering wheels, car dashboards, gears, wrenches, and car silhouettes. The overall style is clean and technical.

Do you have any questions?

Thank you.

See you again in Frankfurt, 13.-17.9.2022

Digital platform to network and contact exhibitors

